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CANADA'S WAR FOOD PROBLEMS

NETWORK: NBC C762

DATE: August 19, 1944

ORIGIN: WRC - WITH MONTREAL PICK-UP

TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program...presented for more than eleven years in the interest of consumers.)

AUG 27 1945

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER
4. MAN: That's your money buying food!
5. SOUND: CASH REGISTER
6. WOMAN: That's your money buying clothes!
7. SOUND: CASH REGISTER
8. JOHN: That's your money buying...a living in wartime!
9. SOUND: CASH REGISTER...CLOSE DRAWER.
10. ANNCR: During the next 15 minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service to the War Food Administration for the presentation of CONSUMER TIME!
11. JOHN: Today, all over America...people are asking more questions...about Canada!
12. WOMAN: (MATTER OF FACT) After all, Canada's our next door neighbors. How are Canadian housewives getting on with their rationing system?
13. MAN: Are there any serious food shortages in Canada?
14. WOMAN: Are Canadian women working in factories...same as women are doing here?
15. MAN: I've heard that Canada is making history...with her price control system. How do they work it there?

PAUSE.

16. JOHN: Yes. Americans are mighty interested in the wartime living problems of our great Northern Neighbor. Perhaps one of the most interesting things to us about Canada's problems...is that they so closely parallel our own.
17. WOMAN: I've heard, Johnny, that Canada's fight against inflation is one of the most dramatic stories of the war!
18. JOHN: It is indeed. And today...to bring our CONSUMER TIME audience the first-hand story...of how Canadians are living and eating and working in wartime...we're going to switch the program directly to Montreal, Canada.
19. WOMAN: Yes, and we're going to hear direct from some Canadian women themselves...the "inside story" of homemakers' problems up there...
20. JOHN: And there's a real celebrity on the program, too. Mr. Brooke Claxton...who is Parliamentary Assistant to the Prime Minister of Canada. That would be the same as being assistant to the President, here in the United States. Mr. Claxton is going to tell us something about Canada's amazing wartime production.
21. WOMAN: Well, it looks as though we're in for an exciting morning!
- ANNOUNCER: WATCH SWITCH COMING UP....CUE IS UNDERLINED.
22. JOHN: They're all waiting for us up there in Montreal right now...so let's go ahead. Are you ready up there, John Fisher? Friends...for the inside story...on how our Canadian neighbors are living and working in wartime...we take you now to Montreal, Canada.
23. FISHER: Hello, America...Come on across the street and visit your neighbor. Our Armies are fighting side by side on the fields of Italy and Normandy. Our boys are flying together through the same European skies. We're more than neighbors...we're friends, America.... partners in a great crusade to clean up the world. So come over and see us.
- (MORE)

FISHER (cont.) I want to tell you a little story about our two countries. I was down in a Canadian town on the border of Maine. It was on July 4th...your independence day. The streets of that town were decorated with flags...and there was an air of celebration about ...but I scarcely saw a soul...the streets were almost bare. I asked a policeman where everyone had gone: "They're over there, Mister, where I'd like to be, across the border". Sure enough, the Canadians had gone over to your country to help celebrate the Fourth of July. And, on our birthday, with is July 1, Americans came to celebrate with us. These two towns use the same reservoir ...they share libraries, and a fire on one side brings out both fire departments... Canadian boys have dates with American girls and vice versa.

Of course there are not many boys around now for dates. Our fellows have gone away...some of them are asleep with your fellows in the strange mother earth of Asia...then a lot of them are giving your lads pretty stiff competition with the girls of England... soon, we hope, with the belles of Paris. We have some 761,000 in uniform...that would, in your terms, mean about nine million. Not bad for a little country with no more people than you have in the State of New York, is it?

And if you dropped in on our cities...Toronto, Montreal, Vancouver, Halifax...you'd see the same sights...girls in slacks bound for munitions plants...buses and street cars overloaded...long queues at the movies...restaurants full and signs in the window..."Waitress Wanted - No previous experience required". Sure the shelves in the stores are lean and the merchants have learned a new phrase "Sorry Madame...no more". And if you went into our kitchens you'd find...

24. PRINGLE: Oh, let Madame de La Durantaye tell about that, John. You don't know anything about making pig feet stew.
25. FISHER: I sure don't Donald...and we have another guest too...Miss Sanders ...she's going to talk about making bathrobes out of old sock tops.
26. PRINGLE: And speaking of the war, John...what about Canadian farms?
27. FISHER: Oh, well the reason I didn't mention that, Donald, is that the story is the same as it is in the United States. It's a wonderful story of production and sacrifice and work; in which farm women have played a leading role. Canada is not only feeding its own Army but sending food to Britian, Greece, Russia...and now we're working to feed Europe when it is liberated. Our Canadian spokesman on those matters is Brooke Claxton. He is the Parliamentary Assistant to the Prime Minister of Canada...that's comparable to being assistant to the President of the United States. Mr. Claxton.
28. CLAXTON: It may astonish some Americans, it certainly astonishes a lot of Canadians, to learn that during the war Canada has become the third largest trading nation in the world, the fourth industrial power, the fourth air power and the third naval power fighting on our side. We have done this with a population of less than twelve million people. Our Navy has done a good part of the job of convoy work across the Atlantic. Our airmen supply one-third of all the air crews which are not Americans fighting in Western Europe and the Mediterranean, and we have good sized Armies fighting shoulder to shoulder with yours in Italy and Normandy.
- (MORE)

CLAXTON (cont.) We count ourselves fortunate that we have kept our economy in order. In addition to supplying our own forces we have supplied over two billion dollars of war materials to our Allies without receiving payment. We do this now under what we call mutual aid and it corresponds pretty closely to American Lend-Lease. During the war, our relations with the States have become steadily closer and we hope that the coming of peace won't stop our trading together. We want to remain the best customer of the United States. That means that the United States must buy a certain amount of goods from us. We have the goods, you have the goods, we both have the good will, so let's continue to get together to make each of us more prosperous.

Before the war Canada probably had more tourists come to it than any other country. Americans entered at the rate of about fourteen million a year, and there were thousands of tourists among them. We would like to see you up here again, and the sooner we beat Hitler and his evil friend in the Pacific; the sooner we can exchange visits as we used to do.

We want to work with Americans and British and French and all other peoples to make the most of the very good world, we, looking from Canada, can see ahead, if we stick together in peace as in war.

30. FISHER: Thank you, Brooke Claxton...Economists tell us that our women do 85 percent of the nation's buying. In order to find out just how much say the women of Canada have in the administration of price control, I asked Byrne Sanders, Director of the Consumer Branch to tell us about it...

31. SANDERS: On the very day the price ceiling was started in Canada three and one-half years ago, the women were called to Ottawa, our Capitaland asked to give their active support to check runaway prices in the fight against inflation.
32. FISHER: But you couldn't call in all the women..
33. SANDERS: No, but delegates from nearly every organized group of women in the country turned up for the meeting..I guess it was the biggest meeting of women this country ever had. We were told to go home and organize the women of our community.
34. FISHER: Was this done?
35. SANDERS: Yes, indeed. In almost every city and town, a voluntary committee was elected by the women of the community.
36. FISHER: What do they do?
37. SANDERS: Each committee acts like a two-way network. They keep us advised concerning their opinions on prices and shortages in their community. In turn we ask their advice regarding proposed changes. We send them information about new regulations which they pass on to their community and we advise them continually how they can be of most help.
38. FISHER: Can you give me an actual example?
39. SANDERS: Oh yes...before jams and marmalades were rationed, some people got more than they should and many got none. Our committees advised us in no uncertain terms that they wanted these foods rationed. The Prices Board investigated, and now jams and marmalades are rationed.
40. FISHER: Miss Sanders, isn't it true that we have those "Use it up, wear it out, make it do", slogans in Canada?

41. SANDERS: Yes, Mr. Fisher. Take clothing for example...all across the country, re-make centres have been set up to show women how to turn old things into new. Instruction and machines are free to anyone. Women are taking dad's worn-out long underwear and cutting it down for Johnny. They are sewing together the tops from old socks and making them into bathrobes. Old housecoats and dresses are being cut down to make playsuits for children. A woman's ingenuity can make something new out of almost anything, you know.
42. FISHER: All in all, how have Canadian women stood up under the impact of war?
43. SANDERS: Marvellously well...Canadian women, just like American women, are taking it in their stride. They realize the war is not over yet by any means. They know price control is necessary to keep prices down and they are determined to make it work.
44. FISHER: And they have, Miss Sanders.
45. SOUND: (VOICES SPEAKING IN FRENCH...ANIMATED CONVERSATION...10 seconds ...FADE)
46. FISHER: Now there's a language you don't have in your country...I guess that's one of the few real differences between us...one-third of our people are French speaking, so when we set up an OPA...we have two sections...French and English...Byrne Sanders' counterpart in French is Madame de La Durantaye. Madame de La Durantaye, here, in Montreal recently.....I had some crepe Francaise...pancakes...with real maple syrup. None of that sugar and water concoction.
47. DURANTAYE: Did you know, Mr. Fisher, maple syrup and maple sugar are rationed?
48. FISHER: Doesn't that make them more difficult to get?

49. DURANTAYE: On the contrary, it entitles everyone to a fair share. In the Province of Quebec they are very popular foods. You see most of our rural families in Quebec use maple sugar and maple syrup in place of the refined product. That's why sugar rationing in Canada didn't really affect the French Canadian. Of course, both kinds are rationed now.
50. FISHER: Madame de La Durantaye, has rationing and shortages affected the food situation in any other way in the Province of Quebec?
51. DURANTAYE: Yes, Mr. Fisher, in some instances favorite dishes are more plentiful.
52. FISHER: More plentiful? How is that?
53. DURANTAYE: Well, for example, Canada is one of the world's greatest exporters of bacon...we shipped 563,000,000 pounds in 1943...it goes to feed Britain and our Canadian Army, Airforce and Navy. Generally it is just the bacon sides which are sent so this means more pigs' feet are left at home, with the result that we have more of our very delicious dish...ragout de pattes de cochon.
54. FISHER: What is ragout de pattes de cochon. Sounds like a very high falutin dish.
55. DURANTAYE: On the contrary, it is a well known, economical and easily made dish...pig feet stew. The pleasure most French Canadians get from this dish perhaps compensates the housewife for shortages which affect her particularly.
56. FISHER: Shortages, such as....?
57. DURANTAYE: Cotton for weaving. French Canada is the home of the handicraft industry. The weaving cotton that used to keep the thousands of looms busy in Quebec is now being used to make haversacks and web equipment for our fighting men.
58. FISHER: Do you agree with Miss Sanders that Canadian women can take it?

59. DURANTAYE: Definitely yes. Canadian women remember the high cost of living during and following the last war when we had no price control. We have many problems to contend with in Canada. Our men are away ...supplies are scarce...our factories are taking more and more women...we have to pitch in comme les femmes Americaines.
60. FISHER: What was that word?
61. DURANTAYE: It means we Canadians are doing the same job as the American women ...and to those American women, I'd like to say..."Au revoir et bonne chance...goodbye and good luck."
62. FISHER: Au revoir et bonne chance to you, Madame de La Durantaye. Well, good friends across the street, our short visit is almost over. If we've seemed a little boastful, don't think ill of us...because just like you, we're mighty proud of our war effort, both overseas and on the home front...and we're going to keep right on fighting and working and denying ourselves until the last boy is home from Europe and the Pacific. We just want to leave one thought with you...when this mess is all over and you've got lots of gas in your tank and no tire worries, come up and see your neighbors and remember the door between our two countries is the and remember the door between our two countries is the only one in the world where you don't have to knock.
- ENGINEER: WATCH SWITCH COMING UP UNDERLINED....FOR RETURN TO WASHINGTON.
- FISHER (cont.) Just come on in...and that's how friends and partners should be. This is John Fisher of the Canadian Broadcasting Corporation in Montreal. We return CONSUMER TIME to NBC, Washington, D. C.
63. JOHN: Thank you John Fisher. And thanks to Mr. Brooke Claxton, Byrne Sanders, Madame de La Durantaye...and all of you.
64. WOMAN: And how I wish I could take Mr. Fisher up on his invitation... right now.

65. JOHN: A nice long canoe trip in a cool Canadian lake! That would suit me fine!
66. WOMAN: Imagine, Johnny...I didn't know that before the war 14,000,000 Americans went to Canada every year!
67. JOHN: Yes, and I guess plenty more will be traveling up there after the war is over. You know, I was mighty interested in hearing that Canada has become the third largest trading nation in the world. A country with no more people than the state of New York.
68. WOMAN: And what I was especially interested in...is the tremendous success Canada has had with her rationing system.
69. JOHN: I read somewhere that since Canada's over-all price control program has been in effect...about two years...the actual rise in the cost of living has been no more than three percent.
70. WOMAN: Now that's a real example for the rest of the world. Well, I'm glad we had a chance to visit with our Canadian neighbors this morning, Johnny. And I know our CONSUMER TIME audience has learned a lot about wartime Canada.
71. JOHN: I'm sure I have. Well....now what have we lined up for next week?
72. WOMAN: Next week, Johnny, we're going to hear about the women's land army in Britain. And we're going to take our audience straight to England for the whole story...of how these hundreds of women and children are pitching in and helping to grow vital foods all over the British Isles. It's a stirring account of heroic wartime workers...so be sure to listen next week to another program of...
73. SOUND: CASH REGISTER
74. ANNCR: CONSUMER TIME!
75. SOUND: CASH REGISTER
76. JOHN: How your money buys a living in wartime!
77. SOUND: CASH REGISTER.....CLOSE DRAWER.

78. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

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